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FM COMUSFLTFORCOM NORFOLK VA

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COMNAVREG MIDLANT NORFOLK VA

COMNAVREG SW SAN DIEGO CA

COMNAVREG NW SILVERDALE WA

COMNAVREG SE JACKSONVILLE FL

COMNAVREG HAWAII PEARL HARBOR HI

COMNAVREG JAPAN YOKOSUKA JA

COMNAVREGCTR SINGAPORE

COMNAVREG EURAFSWA NAPLES IT

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CHINFO WASHINGTON DC

COMNAVSURFPAC SAN DIEGO CA

COMNAVSURFLANT NORFOLK VA

COMNAV AirPac SAN DIEGO CA

COMSUBPAC PEARL HARBOR HI

COMSUBLANT NORFOLK VA

COMNECC Little Creek VA

CNIC WASHINGTON DC

NAVHISTHERITAGE COM WASHINGTON DC

NETC Pensacola FL

BUMED Falls Church VA

COMNAVSpecWarCom Coronado CA

COMNAV AirSysCom Patuxent River MD

COMNAV PersCom Millington TN

COMNAV FacEngCom WASHINGTON DC

NAVWARCOL Newport RI

COMNAVSafECEN NORFOLK VA

USNA Annapolis MD

NPS Monterey CA

COMOPTEVFOR NORFOLK VA

DIRSSP WASHINGTON DC

COMUSNAVSO
COMUSNAVCENT
COMFLT CYBERCOM FT GEORGE G MEADE MD
COMNAV SUPSYSCOM MECHANICSBURG PA
INFO CNO WASHINGTON DC
CDR USNORTHCOM PETERSON AFB CO
CDR USPACOM HONOLULU HI
CDR USSTRATCOM ABNCP OFFUTT AFB NE
USCYBERCOM FT GEORGE G MEADE MD
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SECINFO/U/-//

MSGID/GENADMIN/COMUSFLTFORCOM NORFOLK VA// SUBJ/240TH U.S. NAVY BIRTHDAY PLANNING ORDER// REF/A/DESC:MSG/NAVADMIN 095-15/24APR2015// REF/B/DESC:DOC/SECDEF/11DEC2014// REF/C/DESC:DOC/OPNAV/21DEC2012// REF/D/DESC:DOC/DOD 5500.07-R/17NOV2011// REF/E/DESC:DOC/DON 5720.44C CH-1/21FEB2012// REF/F/DESC:MSG/NAVADMIN 035-15/061305ZFEB2015//

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NARR/REFERENCE A IS CNO'S 240TH UNITED STATES NAVY BIRTHDAY PLANNING ORDER. REFERENCE B IS OSD GUIDANCE ON THE DOD FY2015 OUTREACH ACTIVITIES. REFERENCE C IS OPNAVINST 5726.8A, OUTREACH: AMERICA'S NAVY. REFERENCE D IS THE DOD JOINT ETHICS REGULATION. REFERENCE E IS SECNAVINST PUBLIC AFFAIRS POLICY AND REGULATIONS. REFERENCE F IS THE FY2015 NAVY COMMUNITY OUTREACH PLAN. REFERENCE G IS TITLE 10, U.S. CODE, SEC. 974, GOVERNING USE OF MILITARY MUSICAL UNITS.

REFERENCE H IS OSD'S INTERIM POLICY GUIDANCE ON SECTION 974 AND USE OF MILITARY MUSICAL UNITS. REFERENCE I IS TITLE 5, CODE OF FEDERAL REGULATIONS, PART 2635, STANDARDS OF ETHICAL CONDUCT FOR EMPLOYEES OF THE EXECUTIVE BRANCH. REFERENCE J IS SECNAVINST 4001.2J, ACCEPTANCE OF GIFTS. REFERENCE K IS OPNAVINST 4001.1F, ACCEPTANCE OF GIFTS TO THE AGENCY. REFERENCE L IS CNICINST 1710.3, OPERATION OF MORALE, WELFARE AND RECREATION PROGRAMS.

REFERENCE M IS THE USFLTFORCOM WARNORD.// POC/KEVIN

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GENTEXT/REMARKS/1. THIS MESSAGE IS A UNITED STATES FLEET FORCES (USFLTFORCOM) PLANNING ORDER (PLANORD) FOR EVENTS ISO THE COMMEMORATION OF THE 240TH UNITED STATES NAVY BIRTHDAY (240TH BDAY) AND HERITAGE WEEK. COORDINATION AND PLANNING IS DIRECTED TO SUPPORT WORKING GROUP PLANNING, OPERATION ORDER (OPORD) DEVELOPMENT AND EXECUTION OF 240TH BDAY COMMEMORATIONS NAVY-WIDE.

2. SITUATION:

A. ON 13 OCTOBER 2015, THE NAVY WILL CELEBRATE ITS 240TH BIRTHDAY. THE CENTRAL THEME OF THIS YEAR'S 240TH BDAY AND HERITAGE WEEK WILL BE "READY THEN, READY NOW, READY ALWAYS." ON 5 OCTOBER 2015, THE CHIEF OF NAVAL OPERATIONS WILL MARK THE COMMENCEMENT OF A WEEK-LONG NAVY HERITAGE CELEBRATION IN WASHINGTON, D.C. CULMINATING WITH A COMMEMORATION AT THE NATIONAL CAPITAL REGION (NCR) NAVY BIRTHDAY BALL ON 10 OCTOBER 2015.

B. THE NAVY WILL LEVERAGE THE 240TH BDAY AS AN OPPORTUNITY FOR ENHANCED PUBLIC ENGAGEMENT, BOTH AT HOME AND WHERE OUR FORCES ARE STATIONED ABROAD. PER REFERENCE B, THE CONTINUED DEVELOPMENT OF AN OVERARCHING STRATEGIC APPROACH WILL ENSURE ALIGNMENT THROUGHOUT THE NAVY ENTERPRISE AND PROVIDE GUIDANCE FOR PLANNING AND EXECUTION. THE INTENT IS TO MAXIMIZE PUBLIC AWARENESS BY CONDUCTING LOCAL EVENTS IN AREAS WITH A NAVY PRESENCE. ON A BROADER SCALE, WE WILL USE THE 240TH BDAY TO TELL OUR NAVY'S STORY, STRENGTHEN OUR NAVY'S CONNECTION TO THE AMERICAN PUBLIC AND IMPROVE THE AMERICAN PUBLIC'S APPRECIATION FOR OUR NAVY'S ROLE IN OUR NATION'S HISTORY AND CULTURE.

C. THE 240TH BDAY COMMEMORATIONS WILL INCLUDE A SERIES OF EVENTS IN FLEET CONCENTRATION AREAS (CONUS AND OCONUS) AND AT LOCAL COMMANDS THROUGHOUT THE NAVY CONCLUDING BY 13 OCTOBER 2015. 240TH BDAY PLANNING SHOULD INCLUDE A RANGE OF EVENTS COORDINATED TO PROMOTE PARTICIPATION BY THE LOCAL POPULACE AND CIVIC LEADERSHIP IN ACCORDANCE WITH REFERENCES A THROUGH E.

D. THE OFFICE OF THE CHIEF OF NAVAL OPERATIONS IS PLANNING TO CONDUCT NAVY LEADERSHIP FLAG OFFICER FORUMS DURING THE WEEK OF 5-10 OCTOBER 2015 TO COINCIDE WITH 240TH BDAY EVENTS THROUGHOUT THE NCR, THEREBY MAXIMIZING SENIOR NAVY LEADERSHIP'S ABILITY TO PARTICIPATE.

ADDITIONAL INFORMATION WILL BE PROVIDED VIA SEPARATE CORRESPONDENCE.

E. USFLTFORCOM IS THE SUPPORTED COMMAND FOR ALL PHASES AND MAY PROVIDE AMPLIFYING GUIDANCE, TO INCLUDE DELEGATING AUTHORITY TO OTHER ECHELON II AND BELOW COMMANDS TO LEAD SPECIFIC PHASES OR PROVIDE SUPPORT WITH THE EXCEPTION OF EFFORTS ALIGNED TO SUPPORT NCR EVENTS. ALL EVENTS WILL BE SYNCHRONIZED WITH NCR EVENTS. FOR OPTIMAL SEQUENCING, ALL NAVY BIRTHDAY CEREMONIES (INCLUDING THOSE ASSOCIATED WITH NAVY BIRTHDAY BALLS) SHOULD, TO THE MAXIMUM EXTENT POSSIBLE, BE PLANNED TO EXECUTE PRIOR TO THE NCR EVENTS.

F. THE 240TH BDAY EFFORT WILL BE DIVIDED INTO THREE PHASES. PHASE I (1 APRIL 2015 TO 1 SEPTEMBER 2015) IS THE PLANNING AND PROGRAM DEVELOPMENT PHASE FOR 240TH BDAY EVENTS EXECUTION PHASE.

PHASE II (2 SEPTEMBER 2015 TO 13 OCTOBER 2015) IS THE EXECUTION OF THE 240TH BDAY PLAN AND WILL BEGIN UPON RELEASE OF THE 240TH BDAY EXORD BY USFLTFORCOM. PHASE III (14 OCTOBER 2015 TO 31 MARCH 2016) IS THE ASSESSMENT AND PLAN REFINEMENT PHASE OF THE 240TH BDAY.

3. MISSION: NAVY COMMANDS WILL SYNCHRONIZE THEIR EFFORTS IN CELEBRATING THE UNITED STATES NAVY'S BIRTHDAY EACH YEAR TO GAIN THE MAXIMUM INSTITUTIONAL BENEFIT FOR INTERNAL AND EXTERNAL AUDIENCES.

FOR THE PURPOSE OF THE EFFORT, INSTITUTIONAL BENEFITS INCLUDE:

- A. INCREASED AWARENESS AND SUPPORT FOR THE UNITED STATES NAVY.
- B. ENHANCED APPRECIATION OF NAVY MISSIONS, HISTORY AND HERITAGE FOR SAILORS, FORMER SAILORS AND THEIR FAMILIES.
 - (1) USFLTFORCOM HAS DEVELOPED A STRATEGIC PLAN AND WILL DIRECT EXECUTION NAVY-WIDE.
 - (2) PER REFERENCE C AND TO THE EXTENT FEASIBLE, 240TH BDAY EVENTS SHOULD LEVERAGE TOURS OF NAVY INSTALLATIONS, FITNESS EVENTS, UNITED STATES NAVY BAND PERFORMANCES, NAVY

BIRTHDAY CEREMONIES, NAVY BIRTHDAY BALLS, NAVY HERITAGE CELEBRATIONS AND SIMILAR EVENTS TO RAISE AWARENESS OF OUR NAVY BIRTHDAY, HISTORY AND HERITAGE.

PARAGRAPH 0507 OF REFERENCE E PROVIDES GUIDANCE CONCERNING PUBLIC TOURS, GUEST EMBARKS AND VISITATION. SUBJECT TO PUBLIC AFFAIRS AND LEGAL COUNSEL REVIEW, SUCH EVENTS MAY BE APPROPRIATE AS PART OF A LARGER PLAN TO COMMEMORATE OUR NAVY'S BIRTHDAY.

4. EXECUTION:

A. CNO'S INTENT.

(1) PURPOSE. SYNCHRONIZE THE NAVY'S EFFORTS IN CELEBRATING ITS 240TH BIRTHDAY TO GAIN MAXIMUM INSTITUTIONAL BENEFITS FOR INTERNAL AND EXTERNAL AUDIENCES.

(2) METHOD. USFLTFORCOM WILL PROVIDE GUIDANCE AND OVERSIGHT TO ALIGN COMMANDS ON THE PREPARATION AND EXECUTION OF 240TH BDAY.

AS PART OF THIS EFFORT, BEST PRACTICES DEVELOPED FOR THE 239TH BDAY CELEBRATION WILL BE REFINED AND COMMUNICATED FOR USE IN 240TH BDAY AND FUTURE COMMEMORATIONS.

(3) END STATE.

(A) ENHANCED NAVAL HERITAGE AND TRADITIONS.

(B) MAXIMIZED OPPORTUNITIES FOR PARTICIPATION IN NAVY COMMEMORATION EVENTS.

(C) INCREASED AWARENESS OF, AND SUPPORT FOR, THE NAVY BY KEY AUDIENCES.

(D) IMPROVED NAVY-WIDE PROCESSES AND COORDINATION FOR NAVY BIRTHDAY COMMEMORATIONS.

B. INITIAL PLANNING GUIDANCE.

(1) USE THE 240TH BDAY AS AN AVENUE TO SHARE NAVAL HISTORY AND HERITAGE.

(2) PLAN AND EXECUTE 240TH BDAY IN A MANNER CONSISTENT WITH ABOVE REFERENCES AND OTHER APPLICABLE LAWS AND POLICY.

(3) IDENTIFY GUEST SPEAKERS/GUESTS OF HONOR EARLY IN THE PLANNING PROCESS, WITH AN EYE TOWARD MAXIMUM INSTITUTIONAL BENEFITS.

C. OFFICIAL AND UNOFFICIAL NAVY BIRTHDAY RELATED EVENTS. BASED ON FEEDBACK FROM THE 239TH BDAY PROCESS, THIS PLANORD CONTAINS EXPRESS AUTHORIZATION FOR OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES TO BE HELD IN CONNECTION WITH UNOFFICIAL NAVY BIRTHDAY BALLS AND SIMILAR SOCIAL EVENTS (E.G. IN A "TWO-TIERED" FASHION) WHERE FEASIBLE AND TO THE EXTENT CONSISTENT WITH LAW AND REGULATION.

A "TWO TIERED" APPROACH MAY BE EMPLOYED TO BETTER LEVERAGE OFFICIAL ENGAGEMENT OPPORTUNITIES ASSOCIATED WITH CERTAIN UNOFFICIAL NAVY BIRTHDAY RELATED EVENTS AND ALLOW FOR MORE FLEXIBILITY IN UNIT LEVEL PLANNING OF OFFICIAL EVOLUTIONS. THE MARINE CORPS BIRTHDAY BALL FUNDING INSTRUCTION, MCO 7040.11A, MAY PROVIDE USEFUL GUIDANCE FOR COMMANDS INTERESTED IN UTILIZING THE TWO-TIERED APPROACH.

(1) OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES.

OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES DIRECTLY SUPPORT THE MISSION OF THE UNITED STATES NAVY. THEY ARE AUTHORIZED ON A STAND-ALONE BASIS (E.G. A CEREMONY ONBOARD A NAVY INSTALLATION) AS WELL AS WHEN HELD IN CONJUNCTION WITH UNOFFICIAL NAVY BIRTHDAY BALLS AND SIMILAR SOCIAL EVENTS. OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES HELD IN CONJUNCTION WITH UNOFFICIAL NAVY BIRTHDAY BALLS AND SIMILAR SOCIAL EVENTS WILL NORMALLY FOLLOW A "TWO-TIERED"

SEQUENCE: TIER 1 (OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONY) FOLLOWED BY TIER 2 (UNOFFICIAL NAVY BIRTHDAY BALL OR SIMILAR SOCIAL EVENT). OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES OFTEN INCLUDE (SUBJECT TO AVAILABILITY) A NAVY COLOR GUARD, A PERFORMANCE BY THE NAVY BAND (FOR CEREMONIAL MUSIC ONLY), A PRESENTATION OR PAGEANT COMMEMORATING THE NAVY'S BIRTHDAY AND MISSION AND APPROPRIATE GUEST OF HONOR REMARKS. ACTIVE UNIT LEVEL PLANNING, MANAGEMENT AND EXECUTION EFFORTS IN SUPPORT OF

OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES ARE AUTHORIZED IN A MANNER CONSISTENT WITH MISSION, RESOURCE AND LEGAL CONSTRAINTS. THESE EFFORTS MAY INCLUDE PROVISION OF THE FOLLOWING IN SUPPORT OF OFFICIAL CEREMONY REQUIREMENTS: SECURITY, TRANSPORTATION OF CEREMONY PARTICIPANTS, CEREMONY PHOTOGRAPHY, INFORMATIONAL NOTIFICATIONS VIA OFFICIAL MILITARY INFORMATION CHANNELS, AUDIO/VISUAL SUPPORT AND OTHER APPROPRIATE LOGISTICAL SUPPORT REQUIRED FOR THE OFFICIAL CEREMONY. OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONIES ARE TO BE CONDUCTED IN A MANNER CONSISTENT WITH APPLICABLE MISSION, RESOURCE AND LEGAL CONSTRAINTS.

(2) UNOFFICIAL NAVY BIRTHDAY BALLS AND SIMILAR SOCIAL FUNCTIONS. THOUGH SOMETIMES HELD IN CONJUNCTION WITH AN OFFICIAL NAVY BIRTHDAY COMMEMORATION CEREMONY, NAVY BIRTHDAY BALLS AND SIMILAR SOCIAL EVENTS ARE TRADITIONALLY ORGANIZED BY GROUPS OF SAILORS ACTING IN AN UNOFFICIAL CAPACITY OR OTHER NON-FEDERAL ENTITIES (NFE) CHARTERED TO PROVIDE SUPPORT TO THE MILITARY AND/OR ITS SERVICE MEMBERS. THESE EVENTS NORMALLY INVOLVE AN INVITED NAVY SPEAKER OR GUEST OF HONOR, DINNER, MUSICAL ENTERTAINMENT, DANCING, REFRESHMENTS AND OTHER SOCIAL ACTIVITIES. NAVY BIRTHDAY BALLS ARE NORMALLY SUPPORTED THROUGH NFE ORGANIZED TICKET SALES TO ATTENDEES, THOUGH THEY MAY ALSO BE SUPPORTED BY APPROPRIATE NFE FUNDRAISING ACTIVITIES AND NON-APPROPRIATED FUNDS (NAF), IF AVAILABLE AND AUTHORIZED BY LAW AND POLICY. WHILE NAVY BIRTHDAY BALLS INVOLVE CELEBRATIONS OF THE NAVY'S BIRTHDAY, HISTORY AND HERITAGE, THEY ARE NOT OFFICIAL NAVY EVENTS. GIVEN THAT NAVY BIRTHDAY BALLS AND SIMILAR SOCIAL EVENTS INVOLVE CELEBRATIONS OF THE NAVY'S MISSION AND HERITAGE AND ARE NORMALLY ATTENDED BY A BROAD CROSS SECTION OF ACTIVE DUTY AND CIVILIAN NAVY PERSONNEL AND THEIR FAMILIES, AS WELL AS MEMBERS OF LOCAL NAVY HOST COMMUNITIES, THEY OFTEN AFFORD IMPORTANT NAVY ENGAGEMENT OPPORTUNITIES. THEREFORE, THE NAVY MAY PROVIDE LIMITED LOGISTICAL SUPPORT TO UNOFFICIAL NAVY BIRTHDAY BALLS (E.G. TO INCLUDE OFFICIAL SPEAKERS AND NOTIFICATIONS TO MILITARY PERSONNEL THROUGH MILITARY INFORMATION CHANNELS) AS CONSISTENT WITH REFERENCE (D).

(3) RESOURCE AND FUNDING CONSTRAINTS. IT IS IMPORTANT THAT PARTICIPATION BY NAVY PERSONNEL AND USE OF NAVY RESOURCES IN SUPPORT OF NAVY BIRTHDAY RELATED EVENTS RECEIVE APPROPRIATE PRIOR REVIEW TO DETERMINE THE NATURE OF THE NAVY BIRTHDAY RELATED EVENT (E.G. OFFICIAL OR UNOFFICIAL) AND TO FURTHER ENSURE THAT ANY USE OF OFFICIAL TIME AND APPROPRIATED AND/OR NAF EMPLOYED IN SUPPORT OF THE EVENT, ARE CONSISTENT WITH FISCAL AND STANDARDS OF CONDUCT REQUIREMENTS. REVIEW BY SERVICING LEGAL COUNSEL OF UNIT-LEVEL EVOLUTION PLANNING AND EXECUTION IS ADVISED. APPROPRIATED FUNDS ARE GENERALLY UNAVAILABLE FOR UNOFFICIAL EVENTS AND MAY NOT BE USED FOR FEEDING AND ENTERTAINMENT OF NAVY AND/OR OTHER PERSONS ABSENT EXPRESS STATUTORY AUTHORITY. ANY FUNDRAISING AND OTHER SIMILAR ACTIVITIES MUST COMPLY WITH REFERENCES D AND I. GIFT ACCEPTANCE BY NAVY PERSONNEL MUST ALSO COMPLY WITH REFERENCES D AND I OR J AND K AS APPLICABLE. REFERENCE L CONTAINS POLICY ON MWR SUPPORT TO NAVY BIRTHDAY CELEBRATIONS, TO INCLUDE AUTHORIZATION OF LIMITED MWR NON APPROPRIATED FUNDS VIA NAVY REGION AND INSTALLATION COMMANDERS IN CERTAIN CASES. SEE PARAGRAPH 6 BELOW FOR ADDITIONAL FUNDING GUIDANCE.

(4) NAVY LESSONS LEARNED INFORMATION SYSTEM (NLLIS). MAXIMUM USE IS DIRECTED TO CAPTURE BEST PRACTICES AND LESSONS LEARNED FOR EVENTS SURROUNDING THE 240TH BDAY IN ORDER TO FURTHER DEVELOP MEASURES OF EFFECTIVENESS AND PERFORMANCE (MOES AND MOPS) FOR PLANNING OF THE 241ST BDAY. NLLIS IS LOCATED AT [HTTPS://WWW.NLLIS.MIL](https://www.nllis.mil).

5. TASKING:

A. PHASE I (1 APRIL TO 1 SEPTEMBER 2015): PLANNING.

(1) ALL COMMANDS:

(A) FOLLOW DIRECTIVES PER FOLLOW-ON MESSAGES REGARDING THE 240TH UNITED STATES NAVY BIRTHDAY PLANNING ORDER. ADDITIONAL COORDINATING PUBLIC AFFAIRS PLANNING GUIDANCE PROVIDED SEPCOR.

(B) USE THE ADMINISTRATIVE CHAIN OF COMMAND AND ENSURE 100 PERCENT PARTICIPATION THROUGH ALL ECHELONS.

(C) ASSIGN A DESIGNATED LEAD FOR THE NAVY BIRTHDAY COMMEMORATION. PER REF M, ALL SUPPORTING COMMANDS AND ECHELON II COMMANDS SHALL PROVIDE AN O-6 LEVEL LEAD AND PROVIDE CONTACT INFORMATION TO USSF.

(D) SHALL PARTICIPATE IN A MINIMUM OF ONE (1) EXTERNAL AND ONE (1) INTERNAL NAVY BIRTHDAY EVENT. AN EXTERNAL EVENT IS OPEN TO THE PUBLIC, WHEREAS AN INTERNAL EVENT IS NOT.

1. CONSIDER NCR EVENT TIMELINES FOR LOCAL EVENT PLANNING PURPOSES IOT MAXIMIZE OPPORTUNITIES FOR SENIOR LEADERSHIP ENGAGEMENT.

2. THE FOLLOWING LIST OF CORE BIRTHDAY COMMEMORATION EVENTS IS NOT ALL INCLUSIVE, BUT HIGHLY ENCOURAGED TO BE INCLUDED DURING NAVY BIRTHDAY COMMEMORATION CEREMONIES: BELL RINGING, CAKE CUTTING, READING OF THE CNO BIRTHDAY MESSAGE, READING OF HISTORICAL MESSAGES AND THE SINGING OF ANCHORS AWEIGH.

(E) NLT 15 JULY: PROVIDE USFLTFORCOM POCS VIA ADMINISTRATIVE CHAIN OF COMMAND CONCEPT OF DEVELOPMENT FOR EXTERNAL AND INTERNAL EVENTS IDENTIFIED. THIS MAY INCLUDE EVENTS COORDINATED WITH FRIENDS OF THE NAVY TYPES OF SERVICE ORGANIZATIONS WHICH MAY BE SYNCHRONIZED WITH BIRTHDAY PLANNING EFFORTS (E.G., USO, NAVY LEAGUE, SURFACE NAVY ASSOCIATION, TAILHOOK ASSOCIATION, SUBMARINE NAVY LEAGUE, NAVAL/MARITIME MUSEUMS, ASSOCIATION OF MINEMEN, ETC.).

CONSOLIDATE AND PREPARE REPORT USING TEMPLATE/FORMAT PROVIDED BY USFLTFORCOM. THE TEMPLATE FOR REPORTING CAN BE FOUND ON THE USFLTFORCOM PORTAL PAGE. THE TEMPLATE IS TITLED EVENT TRACKER.

(F) NLT 31 AUGUST: PROVIDE USFLTFORCOM POCS (VIA ADMINISTRATIVE CHAIN OF COMMAND) FINAL PLANNING UPDATES.

(G) IMPLEMENT FORTHCOMING USFLTFORCOM COMMUNICATION PLAN.

(2) NAVY COMPONENT COMMANDERS:

(A) COLLECT INFORMATION FOR ALL COMMANDS IN THEIR AREA OF RESPONSIBILITY.

(B) IDENTIFY HIGH PROFILE NAVY BIRTHDAY EVENTS WITHIN THEIR RESPECTIVE AORS, PRIORITIZED IN ORDER OF STRATEGIC IMPORTANCE, IOT INFORM 4-STAR ENGAGEMENT/ATTENDANCE DECISION.

(C) NLT 21JUL: NAVY COMPONENT COMMANDERS IDENTIFY AND COORDINATE WITH THEIR RESPECTIVE COMBATANT COMMANDERS REGARDING NAVY BIRTHDAY EVENTS WHERE 4-STAR OR SENIOR CIVILIAN ENGAGEMENT IS DESIRED IN THEIR RESPECTIVE AORS. INCLUDE DESIRED SPEAKER/GUEST OF HONOR AND ANTICIPATED ATTENDANCE.

(D) COORDINATE AND REPORT OTHER FLAG LEVEL ENGAGEMENT AT BIRTHDAY COMMEMORATIONS WITHIN THEIR RESPECTIVE CHAINS OF COMMAND AND ENSURE PARTICIPATION IS SYNCHRONIZED WITHIN AOR AND CONSIDERS NCR EVENT TIMELINES. THE TEMPLATE FOR REPORTING CAN BE FOUND ON THE USFLTFORCOM PORTAL PAGE. THE TEMPLATE IS TITLED EVENT TRACKER.

(3) COMMANDER, NAVAL INSTALLATIONS COMMAND:

(A) COLLECT INFORMATION FOR ALL COMMANDS IN EACH CONUS REGION.

(B) NLT 15JUL: CNIC IDENTIFY HIGH PROFILE NAVY BIRTHDAY EVENTS WITHIN EACH REGION, PRIORITIZED IN ORDER OF STRATEGIC IMPORTANCE, IOT INFORM 4-STAR OR SENIOR CIVILIAN ENGAGEMENT/ATTENDANCE DECISION. INCLUDE DESIRED SPEAKER/GUEST OF HONOR AND ANTICIPATED ATTENDANCE.

(4) CHIEF OF INFORMATION (CHINFO)

(A) NLT 3 AUGUST: BEGIN INITIAL PLANNING FOR THE CNO AND MASTER CHIEF PETTY OFFICER OF THE NAVY (MCPON) WORLDWIDE NAVY BIRTHDAY ALL HANDS CALL AND REENLISTMENT. COORDINATE FLEET PARTICIPATION WITH DEFENSE MEDIA ACTIVITY (DMA)-NAVY.

(B) NLT 3 AUGUST: BEGIN INITIAL PLANNING FOR THE SECNAV/CNO/MCPON 240TH NAVY BIRTHDAY VIDEO AND WRITTEN CELEBRATION MESSAGES, TO BE DISSEMINATED TO ALL COMMANDS FOR USE DURING NAVY BIRTHDAY BALLS. COORDINATE WITH SENAV/CNO/MCPON PAOS AND DMA.

(5) COMMANDER, UNITED STATES FLEET FORCES (COMUSFLTFORCOM)

(A) NLT 21JUL: COORDINATE WITH CONUS BASED COMBATANT/FUNCTIONAL COMMANDERS REGARDING NAVY BIRTHDAY EVENTS WHERE 4-STAR OR SENIOR CIVILIAN ENGAGEMENT IS DESIRED IN THEIR RESPECTIVE AORS. INCLUDE DESIRED SPEAKER/GUEST OF HONOR AND ANTICIPATED ATTENDANCE. IDENTIFY HIGH PROFILE NAVY BIRTHDAY EVENTS PRIORITIZED IN ORDER OF STRATEGIC IMPORTANCE, IOT INFORM 4-STAR ENGAGEMENT/ATTENDANCE DECISION.

(B) NLT 24JUL: USFF WILL CONSOLIDATE ALL IDENTIFIED 4-STAR AND SENIOR CIVILIAN SCHEDULED EVENTS AS WELL AS ALL ADDITIONAL 4-STAR ENGAGEMENT REQUESTS AND REPORT.

(C) NLT 31 JULY: DEVELOP AND RELEASE 240TH NAVY BIRTHDAY COMMUNICATION PLAN TO ASHORE AND AFLOAT COMMANDS, INCLUDING NAVY'S STRATEGIC MESSAGES AND TALKING POINTS.

(6) NAVAL HISTORY AND HERITAGE COMMAND (NHHC)

(A) NLT 30 AUGUST: POST ALL RELEVANT DOCUMENTS ON THE NHHC WEBSITE, WWW.HISTORY.NAVY.MIL.

(B) NLT 30 AUGUST: PROVIDE A COMMEMORATION CEREMONY TEMPLATE ON THE NHHC WEBSITE FOR USE BY ALL COMMANDS.

(C) NLT 30 AUGUST: RECOMMEND RELATED COMMEMORATIVE HISTORIC NAVY EVENTS TO USE WHEN COORDINATING CELEBRATIONS FOR THE 240TH BDAY.

(D) NLT 30 AUGUST: PROVIDE HISTORICAL MATERIAL FOR REGULAR PLAN OF THE DAY NOTES FOR THE MONTH LEADING UP TO THE NAVY BIRTHDAY.

(E) POST APPROVED TALKING POINTS ON NHHC WEBSITE FOR USE IN CELEBRATION OF THE 240TH BDAY.

(7) NAVY OFFICE OF COMMUNITY OUTREACH (NAVCO)

(A) PROVIDE NAVY BIRTHDAY COMMUNITY POINTS OF CONTACT (TO INCLUDE CIVIC ORGANIZATIONS, GOVERNMENT OFFICES, VETERANS GROUPS, ETC.) TO LOCAL COMMANDS WHEN REQUESTED.

(B) RECOMMEND EVENTS AND DISSEMINATE TALKING POINTS FOR USE IN CELEBRATION OF THE 240TH BDAY.

(C) BE PREPARED TO ANSWER QUESTIONS AND PROVIDE GUIDANCE AS NEEDED TO COMMANDS PLANNING NAVY BIRTHDAY CELEBRATIONS.

(D) WORK WITH NHHC TO CREATE A NAVY BIRTHDAY SPEECH AND PROVIDE SUPPORTING OUTREACH MATERIALS.

(E) ASSIST STATESIDE COMMANDS AND UNITS, AWAY FROM FLEET CONCENTRATION AREAS, TO IDENTIFY SPEAKING OPPORTUNITIES THAT COINCIDE WITH THE NAVY'S BIRTHDAY.

(F) NAVCO CAN BE REACHED AT NAVYOUTREACH@NAVY.MIL OR VISIT WWW.NAVYOUTREACH.ORG.

B. PHASE II (2 SEPTEMBER TO 13 OCTOBER 2015): EXECUTION.

(1) ALL COMMANDS

(A) FOLLOW DIRECTIVES PER FOLLOW-ON MESSAGES REGARDING THE 240TH U.S. NAVY BIRTHDAY PLANNING ORDER. ADDITIONAL COORDINATING PUBLIC AFFAIRS PLANNING GUIDANCE PROVIDED SEPCOR.

(B) USE THE ADMINISTRATIVE CHAIN OF COMMAND AND ENSURE

100 PERCENT PARTICIPATION THROUGH ALL ECHELONS.

(C) SHALL EXECUTE A MINIMUM OF ONE (1) EXTERNAL AND ONE (1) INTERNAL NAVY BIRTHDAY EVENT, WHICH THE COMMAND PUBLIC AFFAIRS OFFICER (PAO) OFFICE WILL COORDINATE TO CAPTURE. PAOS WILL PRODUCE PHOTO/VIDEO/WRITTEN PRODUCTS FOR UNRESTRICTED PUBLICATION PER FORTHCOMING USFLTFORCOM COMMUNICATION PLAN.

(D) 2 SEPTEMBER TO 13 OCTOBER: UPON RELEASE OF THE 240TH BDAY EXECUTION ORDER, CONDUCT EXTERNAL AND INTERNAL 240TH BDAY EVENTS.

1. CONSIDER NCR EVENT TIMELINES FOR LOCAL EVENT PLANNING PURPOSES IOT MAXIMIZE OPPORTUNITIES FOR SENIOR LEADERSHIP SUPPORT.

(E) EXECUTE EVENTS AS PLANNED IN ACCORDANCE WITH FORTHCOMING USFLTFORCOM COMMUNICATION PLAN.

(2) NAVY COMPONENT COMMANDERS:

(A) COLLECT INFORMATION FOR ALL COMMANDS IN THEIR AREAS OF RESPONSIBILITY.

(B) EXECUTE HIGH PROFILE NAVY BIRTHDAY EVENTS WITHIN THEIR RESPECTIVE AORS.

1. NLT 23 OCTOBER: CONSOLIDATE AND SUBMIT TO USFLTFORCOM ALL SUBORDINATE COMMAND INTERNAL AND EXTERNAL EVENT SUMMARIES USING TEMPLATE/FORMAT PROVIDED BY USFLTFORCOM.

(C) REPORT OTHER FLAG LEVEL ENGAGEMENT AT BIRTHDAY COMMEMORATIONS WITHIN THEIR RESPECTIVE CHAINS OF COMMAND.

(3) COMMANDER, NAVAL INSTALLATIONS COMMAND:

(A) COLLECT INFORMATION FOR ALL COMMANDS IN EACH CONUS REGION.

(B) EXECUTE HIGH PROFILE NAVY BIRTHDAY EVENTS WITHIN THEIR RESPECTIVE CONUS REGIONS.

1. NLT 23 OCTOBER: CONSOLIDATE AND SUBMIT TO USFLTFORCOM ALL SUBORDINATE COMMAND INTERNAL AND EXTERNAL EVENT SUMMARIES USING TEMPLATE/FORMAT PROVIDED BY USFLTFORCOM.

(4) CHINFO

(A) EXECUTE CNO AND MCPON WORLDWIDE NAVY BIRTHDAY ALL HANDS CALL AND REENLISTMENT.

(B) NLT 3 SEPTEMBER: RELEASE SECNAV/CNO/MCPON 240TH NAVY BIRTHDAY CELEBRATION MESSAGES.

(C) NLT 28 SEPTEMBER: ENSURE DISSEMINATION OF CNO/MCPON 240TH NAVY BIRTHDAY CELEBRATION MESSAGE TO ALL COMMANDS FOR USE DURING NAVY BIRTHDAY BALLS.

(5) NHHC

(A) PROVIDE HISTORICAL MATERIAL FOR DAILY PLAN OF THE DAY NOTES FOR THE WEEK LEADING UP TO THE NAVY BIRTHDAY.

(6) NAVCO

(A) BE PREPARED TO ANSWER QUESTIONS AND PROVIDE GUIDANCE AS NEEDED TO COMMANDS PLANNING NAVY BIRTHDAY CELEBRATIONS.

(B) UTILIZE MARKETING TOOLS TO MAXIMIZE HOMETOWN RELEASE.

(C) PHASE ROUTINE PLACEMENT OF HOMETOWN CONTENT THROUGHOUT THE MONTH OF OCTOBER.

C. PHASE III (14 OCTOBER 15 TO 31 MARCH 2016): ASSESSMENT/PLAN REFINEMENT.

(1) ALL COMMANDS

(A) FOLLOW DIRECTIVES PER FOLLOW-ON MESSAGES REGARDING THE 240TH UNITED STATES NAVY BIRTHDAY PLANNING ORDER.

(B) USE THE ADMINISTRATIVE CHAIN OF COMMAND TO ENSURE 100 PERCENT REPORT SUBMITTAL THROUGH ALL ECHELONS.

(C) NLT 23 OCTOBER: PROVIDE EVENT REPORT OR REASON FOR CANCELLATION FOR NAVY BIRTHDAY EVENTS VIA ADMINISTRATIVE CHAIN OF COMMAND TO USFLTFORCOM POCS.

(D) NLT 13 NOVEMBER: PROVIDE LESSONS LEARNED FROM THE NAVY BIRTHDAY INTO THE NLLIS.

(2) NAVCO

(A) PHASE ROUTINE PLACEMENT OF HOMETOWN CONTENT THROUGHOUT THE MONTH OF OCTOBER.

6. FUNDING. FUNDING OF OUTREACH EVENTS MUST BE CONSISTENT WITH REFERENCE B, AND SHOULD COME FROM WITHIN EXISTING PROGRAMMED AND BUDGETED RESOURCES. INDIVIDUAL COMMANDS ARE RESPONSIBLE FOR FUNDING ALL COSTS AND ENSURING JUDICIOUSNESS IN THE USE OF APPROPRIATED FUNDS. REFERENCE F PROVIDES ADDITIONAL COMMUNITY OUTREACH GUIDANCE AND FUNDING LIMITATIONS FOR FISCAL YEAR 2015.

7. ONLINE TOOLS.

A. USFLTFORCOM HAS ESTABLISHED A NIPR PORTAL PAGE TO FACILITATE NAVY BIRTHDAY PLANNING. ACCESS TO THE SITE REQUIRES A PORTAL ACCOUNT. USERS CAN REGISTER FOR AN ACCOUNT AT [HTTPS://INAVY.ACCESSREQUEST.PORTAL.NAVY.MIL](https://INAVY.ACCESSREQUEST.PORTAL.NAVY.MIL). THE PORTAL PAGE IS FOUND AT [HTTPS://USFF.PORTAL.NAVY.MIL/SITES/HQ/N03/NAVYBIRTHDAY/](https://USFF.PORTAL.NAVY.MIL/SITES/HQ/N03/NAVYBIRTHDAY/).

B. NHHHC WEBSITES:

(1) RELEVANT 240TH BDAY DOCUMENTS:

[HTTP://WWW.HISTORY.NAVY.MIL/BROWSE-BY-TOPIC/COMMEMORATIONS-TOOLKITS/NAVY-BIRTHDAY.HTML](http://WWW.HISTORY.NAVY.MIL/BROWSE-BY-TOPIC/COMMEMORATIONS-TOOLKITS/NAVY-BIRTHDAY.HTML).

(2) COMMEMORATION CEREMONY TEMPLATE:

[HTTP://WWW.HISTORY.NAVY.MIL/BROWSE-BY-TOPIC/COMMEMORATIONS-TOOLKITS/NAVY-BIRTHDAY/NAVY-BIRTHDAY.HTML](http://WWW.HISTORY.NAVY.MIL/BROWSE-BY-TOPIC/COMMEMORATIONS-TOOLKITS/NAVY-BIRTHDAY/NAVY-BIRTHDAY.HTML).

(3) THIS DATE IN HISTORY:

[HTTP://WWW.HISTORY.NAVY.MIL/TODAY-IN-HISTORY/JUNE-12.HTML](http://WWW.HISTORY.NAVY.MIL/TODAY-IN-HISTORY/JUNE-12.HTML). SELECT DATE DESIRED VIA CALENDAR ON THE WEBSITE.

(4) PLAN OF THE DAY NOTES:

[HTTP://WWW.NAVY.MIL/PLANOFDAY.ASP](http://WWW.NAVY.MIL/PLANOFDAY.ASP).

(5) APPROVED 240TH BDAY TALKING POINTS:

[HTTP://WWW.HISTORY.NAVY.MIL/BROWSE-BY-TOPIC/COMMEMORATIONS-TOOLKITS/NAVY-BIRTHDAY.HTML](http://WWW.HISTORY.NAVY.MIL/BROWSE-BY-TOPIC/COMMEMORATIONS-TOOLKITS/NAVY-BIRTHDAY.HTML).

8. POCS. PER REFERENCE M, ALL COMMANDS ARE REMINDED TO SUBMIT POC AND AO NAMES TO THE USFLTFORCOM POCS.

9. TELECON. THE FIRST WORLDWIDE TELECON WILL BE HELD ON WEDNESDAY, 08 JULY 2015 AT 0700 EST/1100Z AND 1800 EST/2200Z. ALL COMMANDS LISTED IN THE TO LINE OF THIS MESSAGE ARE INVITED TO PARTICIPATE.

THE DIAL-IN NUMBER IS 1-866-617-5865 AND THE PARTICIPANT PASSCODE IS 7048490.

10. COMMAND RELATIONSHIPS.

A. USFLTFORCOM IS THE SUPPORTED COMMAND.

B. ALL OTHER COMMANDS NAVY-WIDE ARE SUPPORTING COMMANDERS.

11. VADM TYSON SENDS.//

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